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64 PAGES

OPEN WAR ON FREE SHOWS

Philly Proves It Can Take It When Army-Navy Starts Singin' in the Rain

Philadelphia, Dec. 3.

Philadelphia proves it can take it on Army-Navy Day.

Host to a one-day Mardi Gras, a celebration gayier than any New Year's Eve on the globe, Philly shuts its eyes without flinching while all its banns scatter to the winds.

Wouldst drive north on a south-bound street? Okay, a thousand ehays. A left-hand turn where all turns are verboten? Take it, Major, take it. 'Anchors Aweigh' versus 'Etern' and 'Gray', sung in full-jointed competition, never mind the counterpoint—beautiful on any street corner. A bit of a snake dance? Go ahead boys, the cops will clear the way. Any citizen who tries to sleep when Philadelphia's entertaining the Service is nuts. Knowing that the Service is made up of gentlemen who, no matter how mad the fun, remain gentlemen, Philly feels safe in maintaining that for its part—anything goes.

And the Service has grown to love Philly, too. Philly seems to understand that an officer's pay can

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Critics' Joust

Kansas City, Dec. 3.

J. C. M. (Moffitt) of the Kansas City Star, and T. L. (Lawrence) of the K. C. Journal Post, both picture reviewers, have been taking pot shots at each other and criticizing each other's idiosyncrasies in the public prints. Their views on pictures vary widely, a greater part of the time and they have been trying to show each other up.

Some fun.

2-HOUR DRAMA IN 13 SCENES ON AIR

Buffalo, Dec. 3.

Two hours of continuous radio drama is the record for Herbert C. Rice, Buffalo program director, and his players, on WGR Sunday nights. Rice, in a recent trip to England made arrangements with British Broadcasting to experiment with full length dramas over here. Five dramas previously broadcast in England will be aired to Buffalo audiences.

First effort was Du la Garde French's 'Love One Another.' The play was divided into three acts with 12 scenes and 35 members in the cast. Fred Dampier and Lorraine Pankow Rice, associate dramatic directors, were in charge of rehearsals for the production, which consumed more than sixty-four hours' preparation.

Political Hook-Up In Eddie Dowling's Show Exploitation

One of the most unique Broadway legit show exploitation tie-ups will be the politico-patriotic ballyhoos for Eddie Dowling's 'Thumbs Up' musical when it opens at the St. James, N. Y., around the holidays. It breaks in in Philly Dec. 16.

Some of the showman-politician's pals, from the civic and industrial walks of life, have engaged a park avenue exploiter, Benjamin Rosenberg, to go ahead with a campaign on Dowling and his show on the equation of pro-New Dealers; a pol of the Democrats, etc.

This ballyho will be in addition to the usual show exploitation.

STANDARD OIL'S AMUS. BALLYHO

Industry in Concerted Fight on Commercially-Sponsored Free Show Menace—Standard Oil of N. J. Has Lombardo Show on Tour

REPRISALS

War has been declared by show business against the commercial free show. It's the first concerted move of its kind ever undertaken by theatre men.

Situation dawned Saturday (1) in New Haven, where the Standard Oil Company of New Jersey opened its Guy Lombardo advertising road-show. The S.O. show is booked for a month of one-night stands in the principal cities of 15 eastern states. All performances will be gratis, with the flashing of an automobile driver's license the only requirement for admission. Lombardo band is getting \$10,000 a week for

(Continued on page 5)

(Review of the first Standard Oil show appears on Page 2.)

WHAT A STAR TALKS ABOUT IN THE STICKS

Charlotte, N. C., Dec. 3.

According to Grace Moore, here for a concert last week, Hollywood producers wanted to send to Europe for Verdi so he could change parts of his 'La Traviata' to fit the plot, 'One Night of Love', in which she played. Said they didn't know that Verdi had been dead 40 years.

And in the picture, she also added, the exercises taken were her own, and the scene on a balcony was based on an incident when she actually sang on a balcony in Venice. In her next picture, she says, she will ask that shots be included to show how an opera singer spends her day before a concert—with attention to strict rules—so a few thousand people, who have been offended because singers do not accept invitations to parties, receptions and the like, will understand.

Y.M.C.A. Has Girl P.A.

Four New York stations are carrying Young Men's Christian Ass'n programs including WNEW, WINS, WNYC and WJLB.

Henriette Harrison is radio director for the association and plans the programs.

P. O. Clerks Tear Hair as Trick Letters Sent to Pic Stars Pile Up

Hollywood, Dec. 3.

Post Office department is getting ready to call a halt on those letters addressed to picture stars in which the address is a cartoon of the player, a catch line from one of their pictures or some other phoney method used by fans to give postal clerks headaches. Since Bob Hitley, Peg Murray and Capt. Roscoe Fawcett have been featuring them in their daily cartoon layouts, number of letters minus names and addresses but having the trick wording or picture instead have increased about 50%.

It's so tough now that the Hollywood post office has one man assigned to deciphering the puzzles and he's beginning to show the strain.

In addition to the gag envelopes about 1,300 fan letters arrive at the Hollywood p. o. daily wrongly addressed. It's the one man's job to see that they get to their proper destination. He has to read all the picture trade papers and fan mags to acquaint himself with the player's present addresses and that's a tough assignment without unraveling the trick mail.

Though there is but one Hollywood post office, studios receive their mail at Burbank, Universal

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OCTOBER BEST FOR THEATRES

From the best business month on the theatrical calendar, November has tumbled down to the ranks of the mediocre months of the year. In the opinion of showmen October has supplanted November as the worst month.

February continues to be the second best.

Theatrical men say the change has been gradual for several years now, but became alarmingly marked last year. Business for the November just ended definitely removed the month from the No. 1 spot in showmen's estimation.

'PRETTY BOY ON PLATTER'

Hillbilly song merchandisers lost no time in rushing out 'Pretty Boy Floyd' as a timely ditty with an O'Garb twang.

It's on the disks already, appropriately coupled with another 'billy' titled, 'If Jesse James Rode Again.'

70 WEDS 73 IN H'WOOD

Hollywood, Dec. 3.

Victor F. Anderson, 70-year-old picture character actor, married Elizabeth Ann Fawcett, 73, in Pasadena today (Monday).

It's his second marriage.

Chapeau Blues

Current fashion for sky-scraper hats on women has revived neck trouble in the theatre.

Impossible to see over some of those trick creations the girls are wearing. Which means there are requests being tapped over the ladies' shoulders for the first time in years asking that the 'thou-shalt-not-get-a-poke' turbans be removed.

'ADULTS ONLY' FOR 'FOLIES' IN LOOP

Chicago, Dec. 3.

For the booking of 'Folies Bergeres' into the Palace the house has decreed 'no children admitted.'

Two-a-day theory caused the 'adults only' ruling; few kids the house plays to, anyway; s.a. build-up which causes the 'adults only' clause impresses on the public.

This is a voluntary 'pinkie' and the first time that a vaude show has been thus handled here.

'Folies Bergeres' was originally imported from Paris by the Music Corporation of America for the French Casino, nitery. Goes to N. Y. after Palace date.

Peoria's (Ill.) Educated Hissers Treat Vaude and 'Drunkard' Alike

Peoria, Dec. 3.

Peoria audiences may be cold, but they're quick to take up suggestion. When 'The Drunkard' recently played the Palace (Great States) here, the management encouraged the customers to hiss the villain. It was a sensation here. Cheers rocked the rafters and hisses jiggled the tormentors.

But the payoff came with the following week's regular vaudeville bill. The gallery had taken the management's advice literally and continued to take great delight in howling and hissing. The show was stopped several times, the acts complaining they couldn't hear themselves speak. A dozen ejections didn't even phase the gleeful gals.

The show was halted, and Manager Lou Goldberg made a curtain speech. Results, exactly nil. Now the vaudeville acts on each week with four cops in the gallery.

CO-ED'S OWN AIR PROGRAM

Lancaster, Pa., Dec. 3.

Henrietta Nash, co-ed at Millersville State Teachers' College, is the impresario of a program over WJAL called 'Campus Review.' Co-ed uses her personality (blonde) to marshal talent for the station. She tackles all and sundry from the college president down to the most popular janitor. She brings glee clubs, football teams, debaters and campus cut-ups to the microphone. Program will run until the girl graduates.

Prof. Can't Teach B'way To Buy His Own Play

'The Lord Blesses the Bishop' opened last Tuesday (27) at the Adelphi (formerly Craig) on Broadway. Friday show's ads in the dailies announced the last three performances.

Play was written by Professor Hatcher Hughes who established the school of playwrighting at Columbia University. He was awarded the Pulitzer prize for 'Hell Bent for Heaven' produced in 1924.

You've been waiting to play

SHIRLEY
TEMPLE

BRIGHT

JAMES DUNN

Produced by Sol M. Wurtzel

*Directed by David Butler. Screen play by William
Conselman. Story by David Butler and Edwin Burke*



RELEASED DECEMBER 28th — YOUR YEAR'S

her in a picture like this!

● By far Shirley Temple's most appealing picture... brimming with happiness, excitement, romance, tenderness.

● Showing America's darling as the tiny mascot of a big airport... the pal of every flier... and the particular buddy of one pilot who becomes her Daddy when her parents go to Heaven.

● An exploitation title with an exploitation star... and perfect entertainment for every family in the land!

EYES



BIGGEST SHOW WEEK

Get the
**ADVANCE
EXPLOITATION
SPECIAL**
at your FOX
Exchange!

Sympathy Strike Follows Dismissals; WEBC, Buffalo, Off Air Three Hours; Engineers Claim Code Violation

Buffalo, Dec. 3. Howell Broadcasting Company's WEBC station was off the air Sunday afternoon for three hours following a strike as a result of the dismissal of two operators.

According to the local inspectors for the Federal Communications Commission who investigated when the station went off the air, the licensed operators walked out on strike at 2:15 Sunday afternoon. This was after the alleged summary dismissal of two operators by the station.

Delegates for the American Radio Telegraphists Association, Inc., charged that the station was violating the broadcasting code and lodged complaints with the local NAB director. It was charged that operators were being worked overtime without compensation. The alleged refusal of the station's management to negotiate collectively and the discharge of the operators for union activities were previously brought before the Regional Labor Relations Board by union representatives.

Sympathizing operators picketed the station for several days the fore part of the week.

The labor charges will be aired before NAB director this week.

Birmingham, Dec. 3. A threatened strike of radio engineers here today (Monday) was averted when WAFB and WBHC signed working contracts with the technicians.

Station WSDM, Indianapolis, did not sign but is expected to arrive at a settlement Tuesday (4).

New scale of pay proposed by the union calls for \$50 a week for chief engineers; \$40.00 for assistants and \$40 for regular operators.

Atlanta, Dec. 3. Unions here are not recognized by any of local broadcasting stations, although organizational work among technical employees of stations is in progress and some have joined the IREW.

Local stations are complying with code provisions. None of the Atlanta stations—WGL, WPCF, WFTL—has had any difficulty as yet with union organizers.

ACUTE ALCOHOLISM KILLS RADIO ACTOR

Syracuse, Dec. 3. John O'Hearn, Syracuse radio entertainer, formerly on the "Man About Town" program, was found dead today (Monday) under mysterious circumstances in a local flop house.

He died of acute alcoholism, coroner's investigation established.

'O'Neills,' Winner of Dunt's Public Audition, Starts

The O'Neills start next Monday (10) on three evenings a week arrangement over CBS for Silver Dunt. Script serial came in an overwhelming favorite on the ballots cast during an auditions contest staged by the soap powder packer before 2,000 housewives at the Astor three weeks ago. Seven other programs participated in the hearing. Script act will have the 7:30 to 7:45 spot Monday, Wednesday and Friday. It replaces Silver Dunt's present stanza, the Rolo Hudson band and Paul Keast.

Waring Renewal Up

Fred Waring's contract with Ford comes up for renewal this week. Also up for consideration by the motor car company is the question of extending the Waring Thursday night program to an hour. It's now on a 30-minute schedule. Original contract held by Waring for a year and expires Dec. 27. In event the program goes to an hour more warblers will be assigned to the cast.

Enjoyed Herself

Bridgeport, Dec. 3.

Mexico-soprano began shedded sustainer on WJCC in spiffed condition. Got through tunes, including "I Close My Eyes to Everyone But You," until listeners' telephone barrage compelled announcer to beg pardon and finish 15-minute with disks. Studio didn't advise alcoholized songstress of cut-off, however, and she pocketed on air. One of her last numbers was "It's Dark on Observatory Hill."

NBC Guides Too Flip; Agency Squawk Brings Censorship on Gags

Staff of guides at NBC who take the tourist parties over the network's Radio City plant at 400, per foot-see were themselves taken over the week for trying to see some of the milk combs they overheard. The professional pointers-with-pride were told to restrict their routines to the dishing out of information and to lay off the gags.

Dressing-down followed a squawk put in the web by a guide who had the following incident relayed to him by a relative who had paid her 40c, and made the rounds. Guide in question when showing his party the interior of one of the little parlor-like studios remarked: "Here's where speakers who are inclined to suffer stage fright broadcast from. The studio's interior, homelike atmosphere sort of gobs 'em. From here also the women who deal out cooking recipes broadcast."

"But I'll bet," added the guide, "that these same women couldn't cook a simple stew if they had to."

Agency that complained carries one of the recipe girls on its payroll.

Performing Rights Case in Holland

The Hague, Nov. 29. Court at Amsterdam is at present dealing with a case of international moment. BUMA, the musical copyright bureau, is demanding from the broadcasting companies in Holland fees for the right of broadcasting in their programs music of which copyright is controlled by BUMA. If broadcasting companies don't want to pay fees, demanded by BUMA on behalf of various foreign composers, who gave BUMA power of attorney to protect their interests in Holland, BUMA asks court to prohibit broadcasters from use of such music.

Companies contend that former fees were only about \$10,000 (at par) per year, but now double that fee is demanded, which they aver is far too high, and which is against the public interest. Lawyers heard by court, but no decision yet.

Broadcasting companies co-operating in this matter and together have one lawyer representing their interests.

BOWERS IN CHICAGO

Chicago, Dec. 3.

Ed Bowers now in charge of the N. W. Ayer agency's radio department here, replacing Mason Maguire who rejoined the Philadelphia office. Ayer agency is readying to move away from its offices in the south end of the loop and come into the center of the agency activity up around Michigan bridge. Dickering for quarters in either the Tribune Tower or the Wrigley building.

Renovals for Camelites

Entire cast in the Camel Tuesday and Thursday night programs over CBS has been renewed for another 13 weeks, effective with the Jan. 1 broadcast. Show includes the Cass Loma band, Annette Hanshaw and Walter O'Keefe.

Agencies-Sponsors

Marchbanks & Pratt agency, New York has a new radio director in Dave Eiman. He comes from 'CBS.

George Allen leaves the J. Walter Thompson agency's radio department in Chicago for a radio post with the Heenan & Dowles agency in New York. Dick Marvin remains in charge of the Chicago air department of JWT.

Atwater-Kent brings its concert series on CMB to a close with the Dec. 17 broadcast.

Folding date will make it a run of 18 weeks.

Cream of Wheat Corp., effective Jan. 6, moves to 7 to 7:30 a.m. Sunday spot on CBS, with Alexander Woolcott and Robert Ambrose band. Involves 48 stations. J. Walter Thompson Agency.

RCA Radiator, effective Dec. 15, renews for 13 weeks. John R. Kennedy and NBC studio band on Saturday night half hour over 21 stations on NBC's blue (WJZ) network. Lord & Thomas Agency.

Hoover Gas. renews for 52 weeks, effective Jan. 6, its Sunday evening half hour, over 30 stations on NBC's red (WEAF) loop with Josef Kestner, Edward Davis, Charles Sears and Mary Steele. Erwin, Wasey Agency.

Wax Works

Pittsburgh Paint company will hit the ether around March 1 with a 48-program series of 15-minute radio plays on about 28 stations. Will feature Alice Hill and the Freddy Graham aggregation.

Show being handled through the Chicago N. W. Ayer agency, publicized by World Broadcasting.

Bucket Corp. has had turned out through the Midwest Co. 25 five-minute and 15-minute spots for placement on KNX, Los Angeles, and KGB, San Diego.

Spool Cotton is doing a test campaign on KNX, Los Angeles. It's using brief recorded dramatizations at the rate of two a day.

Cooperator Sales Co., using waxed announcements, including 15 second interview with a Cooperator Owner.

American Beach Explorers Club terminates Dec. 16. Program handled by E. T. Howard agency, New York.

Full Time for WACO

Ft. Worth, Dec. 3. WACO, the CBS outlet at Waco, has been granted full unlimited time, extending this 100-watt's operation from 10:15 to 15 hours daily. It is a CBS affiliate and carries approximately eight hours of chain staff daily.

James Pate is station manager, John Braun, chief engineer, and Earl Cullum, technical supervisor.

Shepard's Manoeuver

Petitions for Wavelength of WHDH with Which CBS Wants to Anticipate Him

Washington, Dec. 3.

John Shepard, 3rd, has put in a bid with the Federal Communications Commission for the facilities of WHDH, the Boston station which CBS placed under contract several months ago as a protective move against Shepard. Head of the Yankee Network wants to move his key station, WNAC, Boston, from 1250 k.c. to the wavelength, 320 k.c., currently occupied by WHDH. Shepard also wants a boost in power for WNAC. It's now operating at 1,000 watts and he is asking that he be increased to 5,000 watts.

Columbia reported to the deal with WHDH as one way of solving its Boston situation in the event it fails to get together with Shepard when the current contract between the latter and the national web expires two years hence. Shepard's counter came in the form of an amendment to a previous application in which he asked the commission merely for an increase of power for WNAC.

Chain Income from Time Sales

NBC

	1934	1933	1932	1931
January	\$3,275,000	\$1,869,585	\$8,008,447	\$2,016,360
February	2,197,297	1,742,754	2,971,809	1,826,776
March	2,472,100	1,907,460	2,804,748	2,104,494
April	2,368,116	1,900,177	2,049,388	1,918,680
May	2,472,594	1,602,987	2,306,448	2,101,235
June	1,182,742	1,512,130	2,001,406	1,891,185
July	1,804,420	1,370,095	1,828,489	2,027,978
August	1,736,566	1,077,843	1,746,336	1,805,437
September	1,860,166	1,555,606	1,807,793	1,951,828
October	2,716,947	2,130,046	2,083,276	2,216,091
November	2,660,000	2,188,842	1,958,966	2,478,006
Total	\$24,846,168	\$19,127,105	\$24,504,437	\$23,019,958

CBS

	1934	1933	1932	1931
January	\$1,406,940	\$941,485	\$1,346,342	\$898,114
February	1,387,023	884,977	1,211,414	786,021
March	1,554,004	1,016,102	1,430,060	1,146,026
April	1,871,801	775,480	1,354,592	1,076,109
May	2,260,887	924,266	1,226,944	1,008,851
June	925,339	533,056	815,330	1,057,320
July	630,290	445,414	591,133	477,300
August	612,318	409,638	540,542	774,818
September	700,491	547,208	685,153	947,139
October	1,752,001	1,125,793	873,550	1,089,717
November	1,679,009	1,277,409	1,146,596	1,247,248
Total	\$13,148,583	\$8,600,852	\$11,509,808	\$10,807,953

NBC, \$2,580,000; CBS, \$1,679,689; Unusual November-October Drop

4-DAY CAREER

Bill Baecher Winds Up Fast at Blackman Agency

William A. Baecher, who left the production staff of the Benton & Bowles agency two weeks ago, is now out of the Blackman Agency. Latter office brought him in to help straighten out the "Gibson Family" (Ivory Soap) and when the Blackman execs declined to act on his suggestions Baecher decided there was no alternative but to walk. His stay with the Blackman Agency totaled four days.

While with Benton & Bowles Baecher handled Maxwell House Show Boat, the Palmolive operetta and the Log Cabin Syrup program.

Amateurs Get Some Coin

International Diamond Appraisal company airing over WHM, New York, is using winners from the station's amateur hour. Each Tuesday night the company has a 15-minute session preceding the opening of the regular amateur hour, and presents a single winner of past auditions.

Anna Anderson has filed two weeks on the commercial, and is followed by Henry Glushberg, clothing salesman.

Columbia last month bettered its November '33 gross by 31.5%, while the margin between the two periods for NBC came to 13%. The November '34 takes for both networks also established records. CBS with its \$1,679,689 for last month was 32% over its previous top November level, which was 1932. NBC cascaded its 1931 high by 4%. NBC's tally from time sales last month came to \$2,580,000.

For the first time in the history of the networks NBC and Columbia dropped during November under predecessor October figures. In either case the ease-off reflected in large part the big chunk of coin that had been garnered in October from Ford Motors for the World Series broadcasts. NBC had collected \$30,000 from this source, while for Columbia the time payoff from Ford had been around \$51,000. With November's gross NBC has for the first time this year been able to show a higher accumulative figure than prevailed for the same stretch in 1932. NBC's gross for the first 11 months of 1933 totalled \$2,504,437. Same web for the first 11 months of 1934 shows a grand figure of \$2,858,762.

Indications are that both NBC and Columbia will this month top their December '31 grosses by around 10% and 30%, respectively. NBC last December did \$2,321,567 and CBS, \$1,872,716.

RCA Demonstrates

Dus Moines, Dec. 3. Broadcasting engineers and service men from four states met here last week as guests of the RCA-Victor company for the purpose of viewing and watching demonstrations of 1934 equipment. Charles Horbit, Camden, N. J., technical engineer being in charge.

Demonstration covered both broadcasting and receiving equipment and was the first time that the new equipment was shown in the middle west.

Lewis Lacey has been made manager of KJLA, San Antonio, unit, KJLA, succeeding Ralph Nobles, who joined an advertising agency. Lacey has been with KJLA, Salt Lake; KJH, Spokane, and KJA, San Francisco.

Annies Dupree, transmitter engineer, has been transferred from KJLA to KTAT, Fort Worth.

WJAX, the City of Jacksonville (Fla.) station, celebrated its ninth birthday, and WPTF, Raleigh, N. C., transmitter, marked its seventh anniversary on the same day, last week. Both were audited on the Charles program over NBC.

Charles Gussman, formerly with KMOX, St. Louis, and KBO, Des Moines, is now program director at WJAX, Jacksonville.

ALL-CATHOLIC WAVELENGTH

NBC Again Delays on 'Uniform' Contract for Affiliates; WLW Issue

Distribution of NBC's new uniform contract for affiliated stations is reported to have been put off again. Believed the finishing touches were applied to the document last week, but it was decided to hold it for another going over. Several of the network's execs are said to have taken exception to some of the provisions. The contract concerns rate of compensation for outlets on time and by the network.

In submitting the contract for signature to its associated outlets, NBC will refer to it as a 'uniform' agreement, meaning that the same terms will apply to all affiliated stations. Big question is whether WLW, Cincinnati, will become a party to this document or whether it will insist on the arrangement now prevailing which brings the Cincy outlet the full local rate on network programs.

Incorporated in the new contract is the new rate structure for each station, based on the field strength survey NBC took last year, mail count, popularity and competition. It is proposed to submit to stations, along with the new contract, the above info as affecting the particular affiliated outlet.

Doubtful, however, whether NBC will publish these field survey maps. Web probably will take no chance on embarrassing any of its allies by making this coverage info available to competitive stations in the same community.

KATE SMITH SHOW SIGNS AT \$5,000

Hudson Terrapine signs Kate Smith at \$5,000 per week for CBS series, starting on Christmas Eve. Programs to come on Monday nights at 8:30 for half-hour sessions. Recently-five stations in the book-up.

Jack Miller and 30-piece orchestral ensembles the robust songstress, also the Three Ambassadors. Latter threesome has been on the Smith matinee hour now for some time.

Besides the Monday broadcast, a group of Friday night auditions are to be conducted in CBS key spots close to the New York area. Two winners to be picked who will then appear on the Smith hour within the next two weeks. Salary and expenses to be put up by the Hudson people for these newcomers. The out-of-town programs are to be worked in as a part of some current civic activity in the various spots. Ringer to look for comedy talent as well as crooners.

First town to get this personal visit will be Washington, D. C., two weeks after the series starts. "Time to Dream" to be theme.

LIT'S SPITALNY OPPOSITE VALLEE

Lit has elected to go competition to the Fleischmann Yeast affair with Rudy Vallee, Thursday nights. Washing powder will unveil the Phil Spitalny band and choral ensemble in the Thursday, 8 to 8:30 p.m. EST stretch on CBS. Jan. 3. Entry of Spitalny will necessitate the shifting of the Easy Aces (Jed Sals) to a Monday night spot.

Lit's will make the first commercially backed musical program to vie with the Fleischmann show for listener attention on either Columbia or NBC.

Joe Hoffman Goes West
Joe Hoffman left New York Saturday (1) to join his brother, Jerry Hoffman, Hollywood chatter writer, on the coast.
Hoffman has severed all his radio connections in the east to take a whirl on the film end.

104 Sponsored Periods Wkly. In Baltimore

Baltimore, Dec. 3.
There are at present 104 commercial periods weekly on the four Baltimore stations, and that figure represents a rise of 30% over corresponding date a year ago.

WCDM leads the pack, having 41 periods, all of which are quarter-hour spots. This station's local outlet for the ABC, also has the largest string of programs that are aired three or more times weekly. Station, with lowest card rates in town, has always had more accounts than the other stations, spot announcements included. WCDM does not total up shipping-service programs which contain all sorts of participatory plugs woven into periods; station hasn't such a program, but reads off spots along with musical recordings.

WPBR has currently 40 commercial periods a week, two of which are half-hour programs and rest 15-min. spots. Eight are recordings for local clients. Station has leapt far ahead of figures for last year as far as programs are concerned, and slightly shades standing for spots.

WBAL, which about this time last year stepped out and tried to make some dough after having been more or less a 'quality' station that sought class listeners, jumps about 100%, having at present 17 commercial periods weekly, pair of which are 30-min. shows. Number of spots are about commensurate with last year. Station shares the NBC affiliation with WPBR, latter is local-red ribbon rep, and WBAL broadcasts the blue band wire.

WCAO, CBS outlet, has considerably fewer commercial periods per week than had last season this time. Currently airs but six, all quarter-hour affairs. Station has more and more become strictly a local outlet for chain stuff. Station still well up front in running with a string of spots second only to WCDM.

CONQUEST ALLIANCE DOESN'T SEE WHY IT MUST GO THRU NBC; MAY GO TO COMM.

It looks as though the net owners in Porto Rico may not have a chance to tune in on Listerine's broadcasts of the Metropolitan opera this winter. Conquest Alliance Co., which looks time in the United States for WKAQ, San Juan, sees no reason why it should deal through NBC as pointed out by A.T.&T.

Jan. developed last week after the National Export Advertising Service, Inc., agency for Listerine in foreign countries, asked Conquest to find out how much it would cost to shortwave the Saturday Matinee opera to WKAQ. Conquest took the matter up with the International Telephone & Telegraph Co. and from that source learned that the

PAULIST ORDER, WWL SHARE 810

Rearrangement to Strengthen New Orleans and New York Stations Owned by Catholic Organizations

SHIFT WCCO, WNYC

With the Washington gears practically set for WWL, New Orleans, to go to 80,000 watts and full time, both NBC and Columbia are engaged in anaring the Loyola University's station as an affiliate. By a single stroke the Federal Communications Commission is figured to have solved the problems created by Catholic participation in two sections of the country. Way is not only smoothed to make a full-time, 50,000-watt WWL, but to assign the wavelength 810 k.c. to the exclusive use of Loyola U and WWL, New York, another Catholic mouthpiece, owned and operated by the Paulist Fathers. The band involved will be known as the Catholic wavelength.

Grouping of WWL and WWL on 810 will require several station shifts. WCCO, CBS's Minneapolis outlet, will have to be moved to 550 k.c., now occupied by WWL, and a new channel have to be found for WNYC, which the City of New York operates on the eastern end of the 310 channel.

WWL is currently spotted on 1,100 k.c., sharing time with the CBS-operated WFG, Atlantic City. Refusal of Columbia to allow the Paulist Fathers a better portion of the day's time played an important part in the agitation that led to the recent hearing by the FCC of education's demand for 30% of all broadcasting facilities. WWL, present operating schedule calls for two hours daily, an extra hour Friday and two and a half hours Saturdays.

WNYC Objects
New York City administration is expected to put in a strenuous protest against the loss of its present wavelength position. The municipality is figured to insist that if it must be shifted the substitute band should be as good as the one it now occupies. Columbia is understood to be amenable to the exchange of wavelengths with WWL. The 850 band, ever engineers, would provide an improvement in frequency for WCCO.

Postmaster General James M. Farley is understood to have lent his support to the proposed maneuver.

Elbert Halling steps from the Southwest group, with headquarters at Fort Worth, into the press-agentship at WFAA, Dallas.

deal would have to be handled through the A.T.&T.
Conquest claims that from A.T.&T. came the info that the shortwave facilities to Porto Rico could be bought at \$5 a minute, but if Conquest disclosed the identity of the account it might be possible to shave this figure.

When advised that the advertiser was Listerine A.T.&T. replied to Conquest that it considered the account to be strictly NBC's and that there would be no rate quoted other than through NBC. Conquest retorted that if the telephone company didn't recede from its position a complaint would be filed with the Federal Communications Commission.

Two Networks at Odds on Discounts; NBC Favors \$ Volume, Not Number Of Performances, as Basis for Rates

CBS' Melon

Directors of the Columbia Broadcasting System are meeting today (Tuesday) to consider the matter of a cash dividend for the final quarter of 1934. Today's get-together is a continuance of the previous Tuesday's (27) session at which the board declared a 50% stock dividend.

Indications are that the web's directors will make the quarterly payoff a liberal one in order to keep the surplus down. Stock so far this year has earned \$2.97 a share. It was \$1.44 for the first quarter, \$1.53 for the second and 20c. for the third.

The stock dividend becomes payable on Dec. 31, and to the stockholders of record as of Dec. 15.

Chances of Columbia and NBC getting together on a common revision of their time discount policies look slim. Both networks are working on new rate cards, which they expect to have ready for release to advertisers soon after the first of the year, and the idea in either case is to incorporate a revamped discount scale in the new rate card.

NBC favors doing away entirely with the present system of discount allowances, which is predicated on the number of repeat broadcasts. With NBC the discount for from 25 to 49 broadcasts is 5%, 30 to 39 times, 15%, 100 to 299 times, 20%, and for 300 broadcasts and over 25%. Columbia's discount setup is practically the same. Under the new method that NBC is considering the number of broadcasts would play no part in determining the discounts. NBC wants to make it a discount on dollar volume instead, with the discount percentage applied to each successive \$100,000 turned into the network by the advertiser.

Daylight Angle

Columbia is opposed to the dollar volume twist. With day time selling at half the night time rate, CBS feels that the big day time customer will be at a disadvantage when it comes to passing out the discounts. CBS is set on doing all it can to encourage day time buyers and believes that any new discount system must give the day time user the same breaks as the night time customer.

To stimulate all-the-year-around trade from advertisers CBS is of the opinion that the network should revise the scale of discounts as to make the maximum rebate 15%, regardless of the number of broadcasts, for the regular broadcast season, and to allow an added 10% for those continuing on the air through the summer.

MPPA VETOES DON D. DAVIS REQUEST

Request by Don Davis, head of WBR, Kansas City, for a special dispensation in license fee so that his station can enter the transcription making business has been turned down by the Music Publishers' Protective Association. Davis was told in a letter addressed to him last week that it was against the MPPA's policy to make available to one user a rate that couldn't be granted to others in the recording trade.

In his application for a special fee Davis detailed that he wanted to turn out programs for sponsorship on stations in the middle west and for sale to stations outside this area as sustaining features or for resale to local advertisers. Davis wrote that some of the recordings he proposed making would contain as many as 15 choruses or segues and that at the usual fee of 25c a number the music cost alone would make it impossible for him to compete in the transcription market.

Since the MPPA license contract allows for a maximum recording of 2 1/2 minutes per number, Davis wanted to know whether a special fee couldn't be charged when only a few bars are used.

PROTEST DATE ON CODE FIX IS DEC. 17

Washington, Dec. 3.
Deadline on protests against amendments to radio broadcasting code has been moved back to Dec. 17. Previous time limit was Dec. 8. Action taken to afford sufficient time to mail notices to West Coast and receive objections from outlying industry members.

Proposed changes would ban discounts for either run-of-schedule contracts or for deals involving radio in combination with other media and would require industry members to contribute to Code Authority budget in order to derive benefits of the compact.

DRIPPS IN MULLEN'S FARM JOB AT NBC

Chicago, Dec. 3.
William Driggs, midwest agricultural newspaperman, joins NBC here to replace Frank Mullen in charge of NBC agricultural activities and particularly to oversee the daily Farm and Home Hour. Driggs, 44, formerly with the Wallace Farmer out in Iowa, Mullen goes out this week to see his RCA public relations work.

NBC SEEKS TALENT SLASH

Some Renewals Have Strings

Washington, Dec. 3. Federal Communications Commission last week granted one application for authority to construct quota-exempt 100-watt station and almost two of the mass of similar pleas for hearing.

One one-hung request granted was that of W. Wright Bush, Daytona Beach, Fla., who was authorized to build transmitter to operate on 1420 k.c. unlimited time. Hearings called on petitions of Community Broadcasting Co., Toledo, O., 1205 k.c., and Lake Region Broadcasting Co., Lakeland, Fla., 1310 k.c.

Two power-hung requests were not for hearings before examiners. They were filed by WTAR, Norfolk, Va., which wants to raise night strength from 500 to 1,000 watts, and WKOL, Knoxville, Tenn., which asked to jump day strength from 100 to 350 watts.

Applications granted included request of WNAC, Boston, for license covering increase in day power from 1 k.w. to 2 1/4 k.w. Shepard station has pending request for change in frequency as well as additional power increase.

Oral argument was granted for Jan. 16 on petition of KYAR, Phoenix, Ariz., for increase in night power from 500 watts to 1 k.w., but commission refused to alter plans for further hearing in accordance of Brooklyn, N. Y., stations. Denial petition of WBBR for 40-day continuance and turned down plea of WATD and WYVW for 'clarification or modification' of order remanding same for further hearing.

Strings Attached

Suspicion that a general going-over is threatened for numerous stations was strengthened when license renewals were granted more than a dozen stations with strings of some sort attached. Conditional renewals were given WLAC, Nashville; WRAX, Wilkes-Barre, Pa.; WKOK, Sanbury, Pa.; WNBO, Silver Haven, Pa.; WBBR, Glenside, Pa.; KGOV, Missoula, Mont.; WAB, Bangor, Me.; WBBR, Red Bank, N. J.; WIP, Philadelphia; WJBY, New Orleans; WBNO, New Orleans; KVOB, Bellingham, Wash.; WOCL, Jamestown, N. Y. The WIP license was extended until March 1, 1935, subject to such action as may be taken on a pending renewal application while special authorization to increase power to 1 k.w. for experimental use was extended on same terms.

Applications filed during the week included more requests for 100-wattors and power increases. Please were: WBAR, Fall River, Mass., increase from 250 watts to 1 k.w.; KLUJ, Galveston, Tex., extension experimental authorization to increase from 100 watts to 250 watts day; WWL, New Orleans, increase from 10 k.w. to 50 k.w. and from specified hours to unlimited time; Palestine Broadcasting Association, Palestine, Tex., new station on 1420 k.c., 100 watts; A. Garfield Tubbs, Pampa, Tex., new station on 940 k.c., 1 k.w.; WIZ, Tuscola, Ill., change frequency from 1070 to 1020 k.c. when KYW moves to Philly; KWTO, Springfield, Mo., increase day power from 1 k.w. to 5 k.w.; Black Hills Broadcast Co., Rapid City, S. D., new station on 1370 k.c., 100 watts; KFXD, Napa, Ida., increase day power from 100 to 250 watts; Peninsula Daily Herald, Monterey, Calif., new station on 820 k.c., 100 watts; WKHC, Cincinnati, increase power from 500 watts night, 2 1/2 k.w. day, to 1 k.w. night 8 k.w. day; WIS, Columbia, S. C., increase day power from 3 1/2 k.w. to 5 k.w.; KGGY, Scottsbluff, Neb., increase day power from 100 to 250 watts; and KOOB, Marshfield, Ore., change from 1200 k.c. to 1350.

Milwaukee Journal Seeks Another Station as NBC Twin to WTMJ

Milwaukee, Dec. 2.

Milwaukee Journal which has the NBC outlet there, WTMJ, has been contacting stations in Wisconsin, Missouri, Indiana, Michigan and Iowa for the possible take-over of a suitable wavelength and wattage for removal to Milwaukee as the second NBC outlet. WTMJ now takes both NBC networks though usually favors the red web. There is only one other station in the town, WISN, which is the Hearst transmitter and on the Columbia chain.

Other reports on this particular Milwaukee deal is that the Journal is attempting to corral as many publicity channels as possible in Wisconsin due to the present political situation.

Nash Holiday Splurge

Though it's paying for only two hours, Nash is free to take up two hours and 45 minutes in its Christmas and New Year's matinee broadcasts over CBS. In such hookup the motor car maker will have practically every station on the web, which now figures an even 100.

In those spots where CBS has special franchise contracts the network will have to make up the difference in the rate, but it figures squaring things all around from the commission derived from the sale of talent to the two-time sponsor.

Inside Stuff—Radio

Distributor for radio company in Los Angeles quoted agencies and studio attaches for a new idea. The following week's mail was terrific and so was the waste paper basket snowstorm. Ross then decided to try out his own theory, a sunrise program at 6:30 a.m. for an hour every. Agency boys cheered the asylums to see if any of the inmates were loose.

Two weeks of cheer-up music, tips on short wave and other reception info brought startling results. His has upped more than 25%.

Most ubiquitous radio performer on the Coast is the Golden State Milkman, who pops in and out of KFWB's frequency 14 times a day to give civic announcements. Spotter recently sounded out a year's swing and resumes for a similar period.

Program is considered one of the most effective on the Coast and is successor to the old Blue Monday Jamboree revue.

Nick Kenny, N. Y. Daily Mirror's radio columnist, denies having been 'busted' by his m.a. for going in town on Kate Smith and a Philly story.

WAX AS SAVER ON SUSTAINERS

Network Wants Music Industry to Grant Cheap Flat Licensing Fee to Make Wholesale Economics on Program Production Possible

PATT'S IDEA

If ways are found of bringing the all around costs of the records down to the level where they are cheap enough, NBC will embark on a revolutionary policy as far as sustaining programs are concerned.

Network figures to save over \$1,000,000 a year in talent, production and line charges by supplying its own and affiliated stations with transcriptions for use when such stations are not part of a commercial hookup. These recordings will obviate the necessity for broadcasting a special program to the outlets passed up by the advertisers.

Tied up with the effort of NBC to reduce its overhead on sustaining programs are the negotiations that the web has recently been engaged in with the Music Publishers Protective Association. Purpose of these parleys is to get the music men to work out an arrangement with NBC whereby the web could pay a flat license fee on each master in lieu of the customary rate of 15c. and 50c. per tune on each pressing.

NBC expects to get between 65 and 75 of its stations to subscribe to its wax sustaining service. With the music cost shaved down to the minimum, the web figures that the discs can be turned out at a rate so nominal as to make the substitution idea irresistible to its allied outlets. NBC will not restrict the stations to using these transcriptions on a sustaining basis. If a local sponsor presents himself for the period in which the station's services are not required by the network the recording may be sold to him.

From the transcription manufacturing angle the network expects to operate at a loss, but this red margin will be insignificant when compared to what the web figures will be saved monthly in talent, staff and toll line costs for servicing the fill-in spots, particularly those that make up the supplementary links. NBC's present sustaining service to stations are based on three different propositions, the highest calling for \$1,500 a month. In his report to the commercial section of the National Association of Broadcasters at a meeting in New York last June, John F. Patt, of WGAR, Cleveland, declared that the networks wanted an equitable return on the millions they were spending annually on sustaining programs. Patt said he favored a method that would have the stations proportionately assuming the full cost of the sustaining service along with the line charges so that the networks could drop much of this sustaining load and enable them, in turn, to pay to the affiliated stations a much greater share of the money the web collected on commercial programs.

Washington, Dec. 3. Row between two networks and local coffee company over question of live talent versus transcriptions flared again last week when John H. Rogers Co. announced withdrawal of canned programs broadcast over NBC's local outlet, WRIC.

As largest sponsored transcription program on a local outlet, the Wilkins Coffee Variety Hour was abandoned because, according to the Ryan agency, it was found that not

16 News Bulletins Daily in Buffalo

Lounsberry Alternates Between WGR and WKBW—5 Min. of Flashes Every Hour

COLLEGE GETS PEEVISH AT CRITICISM

St. Paul, Dec. 3.

Bob de Haven, former champ University of Wisconsin wrestler who's now touting adjectives around as WTCN (Minneapolis-St. Paul) sports announcer, made the mistake of telling the world days ahead what a terrific shelling his alma mater would get from Minnesota. Bob upon his arrival in Madison to make arrangements for a broadcasting booth, found everyone colder than Alaska.

After much discussion, Presley Glenn Frank said a booth for de Haven was also with him, but it was really up to Doc Spears. Bob called on the coach and further parleys ensued. Finally Spears relented and gave Bob a booth—the worst in the stadium. When the sports announcer finally found the thing, he discovered it had no door. A few minutes before WTCN was due on the air, Bob spotted a narrow trap door and found a ladder. Since de Haven is six feet three and weighs 230, there was much heave-ho and some loss of hide.

After the game Bob found the cold shoulder from university officials, probably enhanced somewhat by the 34 to 0 trouncing Minnesota had handed out, had extended to his first house, where a 'no rooms available' sign greeted him.

Edwin Morris landed with his father, Sam E. Morris, Warner Bros. gen. mgr., in England Friday (30) for a six weeks' stay. Arthur Schwarz heading up the Witmark and Remick offices during the younger Morris' absence.

Lawrence Tibbett buys 75-acre farm in Wilton, Conn. Will be near his vocal coach, Frank La Forge of Darien.

enough people were listening to justify continuation. Several weeks ago when Wilkins shifted from Columbia to NBC and dropped live talent for wax, agency said it was felt that local public preferred high-quality recorded variety programs for morning consumption rather than type of entertainment previously presented.

Buffalo, Dec. 3. News flashes every hour sixteen hours of the day is the radical step recently taken by the Lounsberry stations WGR and WKBW, Buffalo. Flashes are received by high speed printer direct from the New York office of Transradio Press Service, edited and rushed to studio for broadcasting immediately on receipt.

Bob Bingham, former CBS announcer, and Howard Gallup, Syracuse University journalism graduate, are responsible for editing the flashes and presenting them on the air.

Operating two stations, Lounsberry shifts flashes from one station to the other to avoid conflict with established commercial programs on CBS locally. At the conclusion of each five minute news period, call letters are given at the station on which the succeeding flash will be broadcast. Result is a sixteen-hour continuity of spot news, with frequent summaries for listeners who have missed the earlier periods.

11 P.M. SPOT FOR LOCAL CHI SPONSOR

Chicago, Dec. 3.

Inevitable trend towards the late evening hours for commercials is noticeable as sponsors creep closer and closer to that midnight point. Going on at the latest local hour in the history of Chicago radio is the Monroe Fox company which is taking a weekly 11-11.15 p.m. period on WBBM, the local CHI transmitter.

Figures as a test for both the sponsor and the station, neither one claiming to know how it will turn out. Program will carry the same talent as used on the early morning shot for same sponsor: Witmer and Blue two piano team and Arthur Hedden for the toning.

New WLW Talent

Cincinnati, Dec. 3.

New talent on Coney's WLW staff includes James Goss and Charles Goldwin, announcers, and M. J. Kingston, dramatic. Goss is from Chicago, where he worked the nets. Goldwin, up from New Orleans, did duty there for WDBO and in Oklahoma City for WKY. Kingston formerly was with WGN and NBC in the Windy City.

VARIETY'S 29th ANNIVERSARY

VARIETY'S 29th Anniversary Number will be published around the Christmas holidays

It will constitute a Year Book of broadcasting.

Permanent usefulness of this special edition makes it particularly attractive for announcements.

Regular advertising rates prevail.

Copy may be mailed direct to

VARIETY
154 West 46th Street
New York City

No Station Purchase for Hearst in Chi; Both Dailies on WENR in NBC Tie-Up

Chicago, Dec. 1.
Deal was closed last week tying up the Hearst Herald-Examiner and the NBC blue outlet, WENR, in an exploitation affiliation. Attempt of Hearst to purchase this station outright went by the board with NBC declining to hold tight to all of its local properties. Understand David Harhoff vetoed sale.
WENR is now carrying daily items for both the morning Herald-Examiner and the Evening American. Three Examiner shows will be carried over from KYW with the removal of that Hearst outlet to Philly.
No Hearst Ownership
Both Emil Gough and Tom White of the Hearst interests were in town settling the final deal with NBC. It is known that the final disposition of the Chicago territory is not satisfactory to the Hearst bunch.



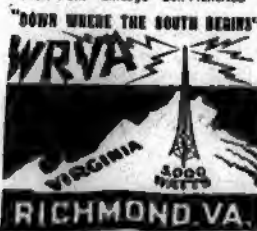
WRVA
Virginia's
No. 1 Market



NO LESS an authority than the good ol' U. S. Department of Commerce says it's so. For, as per the figures in their final retail census for 1933, we find that in terms of net sales, Richmond's \$65,982,000 is more than the combined net sales of Virginia's next two best metropolitan areas! So there.

Exclusive, but not High-Hat!
WRVA carries those big national commercials exclusively in Virginia: Kansas City Philharmonic; Eddie Cantor; The Album of Familiar Music; Joe Penner; Clara, Lu and Leo; Today's Children; Gene and Glenn; Joe Cook's House Party; Betty and Bob; Lowell Thomas; Anna's Andy; Beauty Box Theatre; Mary Pickford and Company; Fred Allen's Town Hall; Harry Richmond; Rudy Vallee; Show Boat; Paul Whiteman's Music Hall; Jessica Dragonetto; Warden Lewis; Phil Baker; First Nighter; Pick and Pat; Little Orphan Annie; Floyd Gibbons; and the Pontiac Parade.

When in doubt make a survey... we did!
WE wanted to know "what's what" about listeners—wanted to know the asked traits, good and bad. With radio and pen and ink we sent out in Virginia, and found that WRVA was a favorite even a hundred miles from Richmond. Right in the primary listening area of another Virginia station, Frontenac, 10% of those canvassed said they listened to WRVA most; 18% said next-to-most; and 23% said next to next-to-most!
Represented by Paul H. Rayner Co., New York Chicago San Francisco



BANKER'S RADIO JOB Will Be Financial Pilot of KBO, KWCR and WMT

Waterloo, Ia., Dec. 3.
With management of the three Register and Tribune radio stations unchanged, Rodney F. Lion, Waterloo banker, becomes treasurer and controller of KBO, Des Moines, KWCR, Cedar Rapids, and WMT, Waterloo. Substantial growth in the three stations during the last few months necessitated centralizing the financial angle of the business.
James C. Harbaba continues to manage KBO; Sumner D. Querton, KWCR; and Craig Lawrence, WMT. The change will allow station managers to devote their exclusive attention to promotion and business of the station, separate and divorced from the financial angle.

WBBM-WGN Agin; What One Has The Other Wants

Chicago, Dec. 3.
Columbus WBBM outlet and WGN, the Chicago Tribune station, are at it again. WGN started a tri-weekly amateur show several weeks ago under the sponsorship of Phillips gasoline company and with Quinn Ryan at the microphone. So now WBBM comes forward with its own amateur contest, offering 13 weeks at \$105 a week to the winning female warbler.
Good Morning
With WBBM going into an amateur show in competition to WGN, the Tribune station is going into own angling by suddenly deciding to build up its morning phonograph show. This follows the competition around town for the Marshall Field "Musical Clock" morning show which is leaving KTW today for WBBM. This station got the account after a three-way battle between WBBM, WMAQ and WGN.
This being the case WGN is now devoting several announcements throughout the day calling attention to the phonograph show each morning, and particularly mentioning that the show gives the time each five minutes, which is also the basis of the Marshall Field program.

Webs' Survey Tactics Burn Smaller Stations; Counter-Move Starts

Peoria, Ill., Dec. 3.
A meeting which may bring forth a brand new combine of small town broadcasters was held Sunday (1) at Rockford, Ill., at the call of Lloyd Thomas, owner and manager of station WROK, who hosted the small station owners and operators at the Faust hotel.
Edgar L. Bill, president of WMBD, Peoria, gave one of the principal talks, stressing need of co-operation between small station owners, because of peculiar problems and in order to avoid being overshadowed by the chains.
Insiders in that some of the small town radio stations are burned at networks play for listeners in their field and at some of the tactics of survey experts. They intend to woo the listeners back to the home field by community service and bigger and better local air shows.

Pat Kennedy Marries

Pittsburgh, Dec. 3.
Pat Kennedy, the one-time unmasked tenor with Ben Bernie, flew in from Chicago Thanksgiving Day and flew back with a bride. She is the former Constance Callahan, Pittsburgh girl to whom Kennedy has been engaged for several years.
New Mr. Kennedy was at one time connected with a local radio publication.

WXYZ Scouts Talent

Detroit, Dec. 3.
Brace Boomer, manager of WXYZ, Detroit, left for Chicago today (3) on a scouting tour for new talent. Later in the month he will visit New York for the same purpose.
Search for new voices is prompted by the increased demands of the station, which supplies shows for three networks, Michigan, Mutual and Canadian Radio Commission.

APE NEW YORK ANNOUNCING STYLE

Baltimore, Dec. 1.
Though the stations here won't officially admit it, when they audition bids aspiring to become announcers they are seeking primarily fellows possessed of pipes slumily approximating in texture, accent and delivery the voices of the big-time, well-known chain announcers. All the announcers added to staffs of stations during last half-year or so have vocal deliveries reminiscent of the national name other plug-players. Things have reached such a stage, and is so obvious, public is talking of it.
Also noticeable is the growing practice among the vet announcers of gradually altering their deliveries and vocal tones till they become pale copies of accepted big-timers.
One angle is that there are two local announcers duplicating the same NBC chain speller.

Stunt Broadcast Flops; Six Pickup Points but F.D.R. Moves Too Fast

Birmingham, Dec. 1.
Steve Cline, manager of WGBN, went president chasing last week and handled Roosevelt's tour of the Muscle Shoals district by remote control, although 150 miles away. This may be close to a record for a small 30 watt set.
Roosevelt left the presidential train at Town Creek. A pickup was located there. By auto he went to the Joe Wheeler dam project, where two more pickups were established. Other pickups were placed along the route back to the train at Sheffield. All in all there were six pickups.
Stunt did not run off very smoothly. First the president traveled too fast and the announcers who were hopping between points wouldn't make connections.
Two other stations were in the hookup, WMLA, Muscle Shoals, and WBY, Gadsden.

7 ASK CODE EXEMPT STATUS IN FUTURE

Washington, Dec. 3.
Seven additional non-profit broadcasters have applied to the NRA for exemption from the radio code. Stations are WBBH, Brooklyn, N. Y.; WZV, St. Louis, Mo.; WBSB, Buffalo, N. Y.; WPKU, Lawrence, Kan.; KPUD, St. Louis, Mo.; LPFC, Pasadena, Calif.; and KTW, Seattle, Wash.
All are church or educational outlets. Objections must reach Blue Eagle before Dec. 15.

Larry Allen Promoted

Portland, Ore., Dec. 3.
Larry Allen, succeeds Paul Holtmeier as manager of KGW and KXKX of Portland. For the last year Allen has been assistant manager of the two Oregonian stations.
Paul Holtmeier was nine years with KGW. Efficiency experts from Los Angeles, recently were brought in.
Roger Baker and "Doc" Gallup, WOR and WRBW, Buffalo, sports commentators, have been awarded sweaters and numerals, usually reserved for team members, by St. Annaventure College.

Dept. Store Surrenders After Year and a Half Of Sales Resistance

Charlotte, N. C., Dec. 3.
After working on Charlotte department stores for a year and a half, the WBT commercial department has finally sold Ivey's, leading store in the state, a three week's contract for 15 minutes a day six days a week.
But most significant about the transaction is the fact that David Owens, general manager of Ivey's, is president of the American Retail Dry Goods Merchants Association and a member of the retail dry goods code authority. Such a position of authority of the man who leads the store is expected to influence department stores generally to make greater use of radio—a thing they have not done extensively in the past.
Ivey's spot on WBT will be written and presented by Martha Dulin. It will have a gift shopping theme.
Store's newspaper advertising will be used to call attention to the radio program and the radio program will close each day by calling attention to the store's ads in the newspapers.

WMBC Troupe in Meller On K C. Hotel Floor

Kansas City, Dec. 3.
"A Wife's Peril, or Saved" is set for a run in the Crystal room of the Hotel Robidoux, St. Joseph, Mo. Old time "meller" in under the direction of Bob Hardaway, veteran trouper, whose "Opera House Players" has been a feature on KMEC, this city.
The players commute to Kansas City each Friday evening for their regular presentation of KMEC's "Magazine of the Air."
McMurtrie's Spaniels
Burt McMurtrie is confirmed officially as a vice president of the American Broadcasting System. He's the fourth ABS exec with that title.

CONGOIN WAX PROPOSAL IS OUT—C.A.

Washington, Dec. 3.
Broadcast code authority last week warned radio industry that terms of proposals involving wax program submitted by Congoin, Inc., Los Angeles, do not conform with code requirements.
Congoin proposition, according to info sent codists by station execs who had been asked to enter the deal, involved sale of transcriptions to stations for exactly same price charged by transmitters for time. Charges would cancel out and company would get its blurb aired gratis. James W. Baldwin warned that arrangement of this sort is a subterfuge in violation of code provisions requiring observance of posted rates.
Meanwhile, Baldwin notified all industry members that while recorded programs of Campoditta and American magazines cannot be used as sustaining features without violating the code, those wax numbers can be aired under local sponsorship. Without backing down on his previous decision that pots are trying to cheat free time, Baldwin ruled that "presentation of those programs under any local sponsorship is entirely consistent with the code of fair competition for the radio broadcasting industry and also is agreeable with the publisher."
Mystery Chef Off
Mystery Chef, presented twice weekly on a 15-minute slot over the NBC red loop by the Davis Baking Powder Company, goes off the air on Dec. 31. Program has been on the ether for five seasons.
Longman's has recently published a book by The Mystery Chef. Understood he may return under new sponsorship after January.

"WE'RE FROM MISSOURI"

...where are you from?"

Yes, sir, when it comes to surveys, "We're from Missouri... we want to be shown!"

Well, this is how ERNST & ERNST (the internationally recognized firm of Accountants and Auditors) answered our challenge:

"For seven consecutive days, October 10 to October 22, 1934, between 7 a.m. and 11 p.m., our staff of investigators asked 2,500 Minneapolis and St. Paul families this simple question: 'WHAT STATION ARE YOU LISTENING TO?...obtaining the following results:

60.1% said KSTP
36.5% said Station B
6.0% said Station C
4.5% said Station D
2.9% other Stations

From 12 Noon to 5 p.m., STATION B shows an average of 52%.

From 7:30 Noon to 9 p.m., KSTP shows an average of 50.1%, or about

60% GREATER

From 9 to 10 a.m., ratings show KSTP averages 62.1%—or about

3 Times Greater Than Station B
10 Times Greater Than Station C
18 Times Greater Than Station D"

YOU ARE ENTITLED TO BE "SHOWN"

...therefore, CERTIFIED COPIES OF THIS SURVEY are available for your inspection at each of our branch offices

And for CERTIFIED FACTS on which to base your expenditures in the Minneapolis-St. Paul Trade Area, just ask: FORD BILLINGS, General Sales Manager, KSTP, Minneapolis, Minn...or our NATIONAL REPRESENTATIVES: Paul H. Rayner Co., in NEW YORK...and Craig, Blair & Spight, in CHICAGO, DETROIT, SAN FRANCISCO

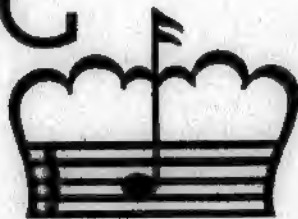
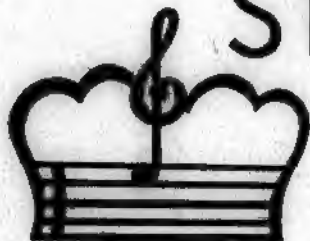
KSTP

MINNEAPOLIS—ST. PAUL

DOMINATES THE 9TH U. S. RETAIL MARKET

STILL THE KING

CONSENSUS OF OPINION



Harold W. Cohen
PITTSBURGH POST GAZETTE

"Not only is the no-longer-retund Paul Whiteman 'The King of Jazz,' he is also the kingpin of band leaders, an observation his current presentation brings home with force and conviction. It is not hard to understand why he has remained at the top for so many years; as a matter of fact, it is quite simple. Musician and showman, he has assembled a collection of useful talents and put them down on the stage with a shrewd eye to entertainment value."

One after another his individual performers shoot their particular darts with unerring aim—but it is the whole pattern rather than its component parts that stands out. The show is fast and brisk; if there is a dull moment, neither the naked eye or the naked ear can detect it. and Mr. Whiteman himself towers above it all, as he has always done. Novelties are among the chief Whiteman stocks in trade, but one of the most attractive novelties he has ever come across is that finale. It is a curtain to the king's taste."

VARIETY

"Five days, six days, or one day, Whiteman's still a bargain. 'King of Jazz' remains the kingpin of them all when it comes to assembling a show. With a shrewd eye to entertainment value, he packs click after click in his hour's presentation, and the whole thing is over before the audience is aware of it."

It starts in high gear, picks up momentum as it goes along and winds up 100%. Throughout it all, Whiteman injects his own personality only where it will do the most good, and result is 90 minutes of solid sure-fire entertainment."

This season Whiteman has four baby grands stretched across front of stage for swell effect, musically as well as otherwise. Band itself has seldom sounded better. For a finale Whiteman has a natural."

WARNER BROS. CIRCUIT MANAGEMENT CORPORATION

315 CLARK BLDG.
PITTSBURGH, PA.

Nov. 26, 1934

Mr. Paul Whiteman,
Park Central Hotel,
New York, N. Y.

Dear Paul:-

It's several days since you left Pittsburgh and the town is still talking about the show you gave us. The general comment remains - "There's still only one Paul Whiteman"

I'm sending this dope along to you not with the intention of swelling your head but as a payment in kind for your fine spirit of cooperation during your engagement here.

And if it means anything, I'd like to add my vote to that of the thundering herd - you've got a big, rich, racy and varied show which our patrons ate up.

Kindest regards,

Sincerely,

BILL SCOTT, Mgr.
Stanley Theatre-Pittsburgh

BS:DP

Sanford L. Cooper
THE PITTSBURGH PRESS

"There's no use quibbling about it. Paul Whiteman has what it takes, and plenty of it. Orchestra leaders come and orchestra leaders go, but smiling, muscled Mr. Whiteman seems to go on and on, perennial champion of the do-re-mi as grand, and America likes it."

"He brought his mammoth band and his assemblage of dancers and singers to exhibit their wares at the Stanley yesterday, and if there were any... present they were quickly lulled to silence, if not to awe by the smooth musical tricks slided up."

Karl Krug
PITTSBURGH SUN
TELEGRAPH

"Class, of course, is written all through the Whiteman offering, with 'The King of Jazz' heading the greatest galaxy of individual entertainers he has yet put on in display in the provinces. The music is naturally in the Whiteman tradition, popular syncopation de luxe, and that flash closing is a fitting finale for a knock-out show."

VICTOR RECORDS

THE KRAFT MUSIC HALL

NBC NETWORK

Each Thursday 10 P. M. to 11 P. M. Eastern Time—WEAF and the Red Net Work

Sponsored by KRAFT-PHENIX CHEESE CORPORATION

WRITE—WIRE—PHONE FOR AVAILABLE DATES IN 1935

PERSONAL DIRECTION, JACK LAVIN, PARK CENTRAL HOTEL, NEW YORK CITY

HARRY HANSEN
Reviews
30 Mins.
COMMERCIAL
WEAF, New York

American Book Bindery gets indirect plug for its editions through this reviewer's air bluffs. All books discussed here have been turned out by this house. No actual mention is made one way or the other, but the fiction and non-fiction selections all bear the company's stamp.

This comes as the main spread of Woman's Radio Review on Mondays with Claudine McDonald, NBC feature executive at the helm. Hansen, whose column appears in the World-Telegram, reviews two books each week, this time being "City Editor" by Stanley Walker and "The Fugitive of Cuba" by Hudson Strode. First book gave ample room for backward glances into the newspaper lore as experienced by Hansen himself. His method of discussion is quite informal which is a good point. Only a brief mention of the Cuban revolt propaganda in the second book.

Rest of the program also stacks up as meritorious material. Miss McDonald uses a full orchestra for popular classics, and also squares guest singers down for an appearance. Martha Atwood, who has done Met. duty handled this part of the program this past week.

Outside of Woolcott's apasmodic raves on a new book, Hansen's comments can be taken as a good authoritative yardstick in gauging the book-stalls. The fact that the bindery house is behind his part of the program does not limit the scope of books picked altogether, as the company is among the outstanding in the binding field today. Men listeners can follow this one too, if a radio is close by during the mid-afternoon hour.

LEON BLASCO
Reviews
30 Mins.
COMMERCIAL
WEAF, New York

Armour Hour
Friday—WEE—8:30-10 P.M.
NIGHTLY, CASINO DE PAREE
Broadcasting—Coast-to-Coast—CBS
Direction, HERMAN BERNIE
1615 Broadway, New York

Tommy "Cool" MACK
Reviews
30 Mins.
COMMERCIAL
WEAF, New York

GRACIE BARRIE
Reviews
30 Mins.
COMMERCIAL
WEAF, New York

Jack and Loretta
Reviews
30 Mins.
COMMERCIAL
WEAF, New York

IVORY SOAP
Reviews
30 Mins.
COMMERCIAL
WEAF, New York

GIERSDORF SISTERS
Reviews
30 Mins.
COMMERCIAL
WEAF, New York

JACOB TARSHISH
Reviews
30 Mins.
COMMERCIAL
WOR, Newark

Sentimentality is Tarshish's stock in trade. He unleashes a scow-ful of almost every time a week over the Quality Group of stations (WOR, WLW, WGN, WXYZ) on behalf of Waspy Products. His shovels work in no adroit.

Underlined the sponsor heard and liked Tarshish over WLW, Cincinnati, and the present sponsorship followed later after Tarshish had been on WOR sustaining for a spell. Tarshish has also broadcast in Columbus. He's from Lithuania.

In America he's saturated himself with the hoke sentimentality associated with Edgar Guest, Polyantha, Tony Wons, Seth Parker, et al. For that, there is probably a large market. And perhaps Tarshish's style and cascade of words, words, words may be no valid objection. Presumably, a merchandising house like Waspy Products must know what it's doing. It's impossible not to think that there's more to the story than is visible to the theatrical viewpoint.

Yet for the record there can be no two opinions. Tarshish is monotonous and dull and the program, representing 15 minutes of unrelieved gab, violates every canon of radio shipmanship. *Land.*

DR. TINKLE (M. E. Nicol)
Reviews
30 Mins.
COMMERCIAL
WCCO, St. Paul-Minneapolis

Without asking for it, this program pulls a budgeting heel bag something useful in radio nowadays when it takes free samples—and usually something plenty worth while, at that—to pull the post-mortem.

Dr. Tinkle, whose real name is M. E. Nicol, spins yarns of his own contriving, telling them in chatty, confidential style. They're all supposed to be original, tales he's invented for his own kids' amusement. Lots of animals populate the yarns—and the story teller imitates their natural moans, grunts and snarls.

When airing over KFAB, Omaha, a while back, this program was a heavy ear with the javes in the sector. Now, with a few improvements gained through valuable experience, Dr. Tinkle has a first-rate staccato. No bleed and thunder stuff, it's more like a grandpa used to spin when he'd take you on his knee.

Airs every Saturday from 10:15-10:30 a.m. *Roschick.*

MELODY MATINEE
Reviews
30 Mins.
COMMERCIAL
WCCO, St. Paul-Minneapolis

For refreshing and varied entertainment this program is a standout. Melody Matinee is at the organ, occasionally switching to the piano, and does her stuff expertly on either medium. Wandering Minstrel, in training and song stuff, is adequate, while the Bob O' Links, vocal male trio with piano accompaniment, are outstanding for smoothness and unusual arrangements. Uncle Bob Belton, negro singer, does high-class warblin' soft between folk songs and spirituals. When singing the latter, he tells the story of their origin—and chanting many which have never been ethereal before, it seems his fund of info is endless.

High class throughout, and varied in style of presentation, each unit in this melange can stand on its own as a solo radio stunner. Altogether, it's an unbreakable 30 minutes of best air stuff. Goes on at 2:50-3 a.m. daily, except Saturday and Sunday. *Roschick.*

UNIVERSITY DOINGS
Reviews
30 Mins.
COMMERCIAL
WCCO, St. Paul-Minneapolis

University of Minnesota's monthly publication, The U-Mah, co-operates with Minnesota Alumni Weekly, puts this weekly quarter-hour over with plenty of sip and gusto.

John Young of KTLA-Mah handles the subject, which consists mainly of campus goings-on and such incidents daily occurring in the U's various halls of learning as hold front. Outsiders enjoy it, too, since with the Gopher's red hot team this fall, considerable football has colored recent airings.

Program originates at WLB, the U's own station, and is fed to WCCO, where the music's interpolated. Goes on from 2:50-2:45 a.m. every Thursday. *Roschick.*

ADIA KUZNETZOFF
Reviews
30 Mins.
COMMERCIAL
WCCO, St. Paul-Minneapolis

WCCA-10 P. M. EVERY WEEK. "FOR THE LATTER PART OF THE WEEK." *Roschick.*

COLGATE HOUSE PARTY
Reviews
30 Mins.
COMMERCIAL
WEAF, New York

It is obvious that Benton & Bowles, the agency which recently took the Colgate account over from Young & Rubicam, is trying hard to get this Monday evening session into a showmanly stride. From the entertainment angle the second program (20) showed a decided improvement over the first. Runoff was smoother, the effort to put over the house party idea less agonizing in that ear and the dealing out of the plug in better taste, both as to amount and decorum.

Second sample came through acceptably, principally because it had the backing of the mixer experts. Conrad Thibault, Francis Lanford and Al Goodman, in its cast of entertainers and Alois Havrilla to do duty, took the air.

As a piece of radio production, the inaugural program was anything but expert. The warbling items were tossed in better shelter, the chorus functioned as though suddenly prodded into action and the intrusions of Peggy Allenby as the "hostess" couldn't have been more supply framed. Like the initial Benton & Bowles version of the Colgate Jam-boree, the second runoff was punctuated with frequent and strident handclapping. Whole thing cried for restraint and a little regard for the average listener's (particularly male) reaction to shrill voices. With all the clutter of the second program it was a whiplash as compared to the first. Latter brought together Fritz Scheff and her niece, Jane, and the stouthearted routine with which they were saddled didn't give them a chance.

Original Colgate House Party, which starred Joe Cook, was conducted along disinterested lines. Apparently either the sponsor or the succeeding agency or both concluded that the failure of the Cook show to click in a big way was due to its quietness, with the result that it was decided to swing to the other extreme.

Plus copy since the "lovely smile" theme and the product's "double your money back" guarantee. Latest reports had the program retaining Al Goodman as the regular emcee and going in for a guest artist's policy. *Odee.*

FARM FORUM AND FARM PAPER OF THE AIR
Reviews
30 Mins.
COMMERCIAL
WGV, Schenectady

Forum, held on Friday evenings, and Paper of the Air, issued daily at noon, are WGY's oldest programs. Upon them the General Electric Company management lavishes the most time, as well as perhaps the most money, of any regularly-presented audio broadcasts. Odd as it may seem for a station in a city epitomizing modern industrialism, to put forth so much effort on a type of stressed-out, which holds interest, interest chiefly for the rural segment of listeners, such is the case here. Reason for this anomaly is the G.E.'s financial stake in the drive for the electrification of farms and farm homes, a subject frequently discussed on these stanzas. Another is the adherence to the policy, laid down by the company in radio's pioneer days, of using WGY to promote the educational and "service" interests of diners within the territory of the 50,000 water blankets.

Certain it is that the idea of choosing for and keeping on the directorial job, a man skilled in the art of getting a word across to the farmers, has contributed to the longevity and popularity of these twin swings. He is Emerson Markham, a member of the G.E. publicity forces. He is program builder, continuity writer, and microphone personality.

He adds a light, breezy touch to the heavy load of factuality which guest speakers haul before the mike. Markham possesses a clear, masculine voice, an earthy, folksy manner, a sense of humor and a knack. Working on these broadcasts for nine years, he knows his audience to the proverbial T.

Aside from Markham, Bob Cragin and Ed W. Mitchell are the only regulars for the farm shots, all the other talkers being of the guest variety. Cragin, who suits for Markham's position, uses the same technique. Mitchell, the answer man on the Forum, is bursting with information which he explodes in the Floyd Gibbons manner. The greater male and female drawn from many fields of activity in the states of New York, Vermont and Massachusetts, plus Washington, D. C., are experts in their respective lines, but a goodly number of them run to the dry side in mike-talking. For the non-agriculturist, the Forum holds more interest than the Paper of the Air, for its name speakers plough the fields of economics, politics, psychology, etc. The alert-minded farmer can learn plenty from these broadcasts. *Odee.*

RADIO ROSE
Reviews
30 Mins.
COMMERCIAL
WCCO, Bridgeport

A hand-picked cast, representing the best of amateur dramatic and vocal talent in the Bridgeport sector, did a slick job of WCCO's first venture into the lately-introduced field of musical comedy. Critical and fan response, easily established "Radio Rose" as station's best studio product this year.

Alma Dettlinger, a Stamford girl who turned to writing a couple of years ago and who has two successful series, "For Love or Money" and "The Three Bachelors," both on WCCO's top-performance list, is responsible for the libretto. Intended as a satire on behind-the-mike goings-on, it made its point and held audience interest throughout.

Story has a bucolic songwriter trying for contact at a radio station just at the time "Radio Rose" network starts, is warming up for a new commercial audition. Most of the action takes place in the reception room, romance developing between the songwriter and hostess. Surprise: the identification of ignored lady waiting to see program director as sponsor of projected show.

Ellen Mantler's characterization of reception girl stood out. Judson La Haye, cast as the song writer: George Lowe, an announcer; and Dr. Harold C. Neary, a doctor, chief, gave tidy performances, too. Singing duobles included Dolores Hunford, soprano; Edith Josephson, blues; and Edmund Neary, tenor. Tunes fitted in neatly. Best of them is "Every Star," written by Florence Ballou of WCCO studio staff. Others, by Lou Weale, La Haye and Lowe, and "Radio Rose" "Radio Rhapsody" and "I'm the Announcer." *Miller.*

JEANETTE CRAMER
Reviews
30 Mins.
COMMERCIAL
KGW, Portland, Ore.

Women hate to plan meals more than they dislike cooking, says Jeanette Cramer, Home Ec. Editor of the Morning Oregonian and daily broadcaster over KGW for the past five and a half years. So she plans them for the listening house wives, and to her opinion, this has accounted for a large measure of the success of the program. She works a close tie in with her daily column, weekly demonstrations from a local department store, ad libbing the whole period, and her phone service—old up any time and they tell you how many cups of sugar to make a Daffodil Surprise, Cream Delight, or whether you put the flour after or before you put in the sugar.

A closer contact with audience than is possible on chain broadcasts of similar nature helps to keep an ever growing and continual faithful following. As an added attraction to her cooking school demonstration she had two comics put on a burlesque which brought roars from the audience, as they proceeded to mose up the platform, dumping unopened cans of food into some conceptions and stood on their heads to mix an upel idowm cake.

SUGAR CANE
Reviews
30 Mins.
COMMERCIAL
WOR, Newark

Another in the parade of youngsters that Grossman Shoes has for the past several seasons to New York mikes, Sugar Cane stacks up as a new Mary Small. Both voices come under the heading of freakishness, with each representing a laryngeal development far in advance of the rest of the body. In the case of Sugar Cane hers is a voice that at times can get decidedly nasty, the more sensitive ear, particularly when it attempts to carry the torch.

Grossman Shoes would put both the girl and the program at an advantage by combining her routine to novelty numbers and the hetch genre of tunes. She does both effectively. For the closing item on last Sunday (G) program she was backed up with a male tournaise in an improvisation on a Harlem lament. The whole thing did not fare so well technically, but for the home level that the program directed itself to it was okay. *Odee.*

H. Stokes Lett, Jr., formerly with WOR, is now in Miami, doing his Bible Camera program over WQAM weekly.

Nell Scott, Walt Frehe and Roy Parks selected by Freitag's agency for the O-Boy Bread program over WQAM, Miami.

WMBS, Richmond, Va., is doling up its studios now that FCC has okayed the step-up to 250 watts.

4-H CLUB
Reviews
30 Mins.
COMMERCIAL
KGW, Pullman, Wash.

Thousands of 4-H Club members of the Pacific northwest turn their dials each Tuesday evening to KWSO for the weekly broadcast. Members of the various clubs attending the Washington State College organize and assemble the program. Dan Carter, prominent 4-H'er of the State of Washington acts as master of ceremonies, while the writing of the dramatic skits and directing of such productions go to Dick Green, Bob Conrad and Hugh Lings furnish the music with their Juvalian Troubadours, then Eagle, editor of the 4-H Record, appears during the broadcast with his flashes from the Evergreen State.

A great deal of interest in the program is created by giving mention to prominent members who have excelled in their work.

ANN GORIN
Reviews
30 Mins.
COMMERCIAL
WAZL, Hazleton, Pa.

This program, aired each morning at 11:30, very popular in this area. Ann Gorin is a fine organizer. It may seem strange to hear him Prelude or some similar number belted out of a mighty organ, but, handled by an artist, even rumbustious and carious are within the range of successful and very effective accomplishment.

A classic or two is generally included, as well as an occasional old number.

EDDIE PEABODY
The Instrumental Field
NOW HEARLEIGH
KARL THEATRE
WASHINGTON, D. C.
Week Dec. 7th
KARL THEATRE
PHILADELPHIA, PA.
Watch for Opening Act of a
New Sensation for
Cafes, Theatres, Radio, Universities
EDDIE PEABODY
And His BAND
Dir., Broadway Corp. of America
1415 Broadway, New York

fred allen's
"TOWN BALL...TODAY!"
HOUR OF SMILES
with
PORTLAND HOFFA
JACK SMART
LARRY ATYNS
JOHN BROWN
MIRANDA BROWN
BETTY DOLAN
Material by Fred Allen and
Management, Walter Batchelor
Wednesdays
9-10 P.M. EST.—WEAF

ABE LYMAN
AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST
WABC—Tuesday, 8:30 to 9 P.M. DDB
(Phillips Dental)
WEAF—Friday, 9 to 9:30 P.M., DDB
(Phillips Mills)

KEN AND HIS BAND HARVEY
Duchester House, London
Indisputably
DOUBLING THEATROBO CAFE
(Over 3)
RECORDING FOR HIS
MASTER'S VOICE
(BRITISH VICTOR)
Radio Direction: Cafe
Full Power: Harry Herman

HAT HEATHERTON
Broadcasting
Mondays and Wednesdays, 11 A.M.
New York, WJZ-30
Direction: RKO Artists Bureau

JESSE AND SUE EYE
LOOK AT HIM! COLUMBIA NETWORK—MON. NIGHTS AT 9:30
DIRECTION WILLIAM MORRIS AGENCY

AN ACKNOWLEDGEMENT

With gratifying reports of my appearance in "COLLEGE RHYTHM" coming in from various parts of the country, it makes me happy to express my appreciation to the executives and staff of Paramount Pictures Corporation and my fellow players for the many courtesies shown me and the helpful co-operation extended without which, I am certain, such an enthusiastic response would have been impossible.

Joe Penner

BERLIN GETS EVEN, TAKES ROBBINS' 2

In partial retaliation for Robbins' Music Corp. having taken away the Jack Moshell-Jack Stern and the Harold Adamson-Burton Lane writing teams, Irving Berlin, Inc., has signed Dorothy Fields and Jimmy McHugh, and is sending this former Robbins songwriting team to the Coast.

McHugh and Fields right now have the No. 1 song, "Lost in a Fog," with the Robbins catalog.

Soul H. Bernstein, general manager for Berlin, Inc., consummated the deal by long-distance phone after scrapping with Robbins (also on the Coast right now) over the publication rights to several films.

McHugh-Fields left yesterday (Monday) for its Radio studio assignment, Felix Young's first musical production on the lot.

NEW VOTE CALLED FOR ASCAP APPEALS BOARD

Publisher members of the American Society of Composers, Authors and Publishers will have to vote for their appeals board all over again. Election held several months ago has been declared void on the ground that the returns showed enough ties to make it impossible to select an equal number of standard and popular men for the six places on the appeals board.

Writers are all set with their appeals outside of new members, and, since some technicality is found to stay it, the appeals group will immediately start listening to classification complaints from them in the writer ranks. Function of the appeals board is to listen to demurrers from the ratings handed down by the regular writers' classification committee, who are also members of the ASCAP board of directors.

PMI to Elect

Professional Music Men, Inc., meets a week from this Saturday (18) at a luncheon to elect permanent officers. Organization of publishers' contacters now has a membership of 147 men and women and it is proposed to make the PMI national by establishing branches in Chicago and Los Angeles. Romeo Vocca, gen. mgr. of the Crawford Music Co., will explain to the assembly of most the purposes and benefits of the association while visiting Chicago this week.

Those nominated at a meeting last Friday (10) were Moss Gumbel, pres.; Johnny White, Irving Tann and Leo Lewis, 1st. v.p.; Romeo Vocca, 2d. v.p.; Joe Rantley, George Joy and Leo Lewis, 3d. v.p.; Benny Bloom, treas.; Mickey Addy, recording sec.; Harry Liebman, sec.; and Johnny Green and Bernie Pollack, sergeants-at-arms.

Charlie—She's a Her

Cleveland, Dec. 3. Old adage that all the world loves any sort of animal gave impetus to Harry Hosford's stunt of doing personal appearances with the mythical pony he uses in series of juve "Uncle Harry" sketches over WZAR.

Hosford, former CBS master of ceremonies, launched air ballyhoo for pony offering prizes for best name for it. Jackie Hughes from West Coast, who supposedly rides horse in act, also worked in a guess-it-weight contest.

Pony, bought at last minute, was introduced at a newspaper's charity football game sponsored by Plain-Dealer. Hosford dressed as Santa Claus, while horse carried sign on saddle bag reading, "I'm Charlie From WZAR." Radio critics teased him upon discovering Charlie was a she, not a he, but pony's whinies over football mikes scored such a stick with kids that Hosford's taking it with him on tour of theaters and PTA clubs.

Music Notes

Vel Burton and Will Jason dishing up the tunes for the next Wheel-or-and-Wheelie pic, "Mystery Men."

Helen Morgan cut four sides for Brunswick last week at studios of Recordings, Inc., in Hollywood.

Henry Duane leaves the Ches. Paro, Chicago, the first of the year, for the Coconut Grove, Los Angeles.

Dave Kant, formerly with the Portland, Ore., office of the American Society of Composers, Authors and Publishers, is on Shapiro-Bernstein's New York professional staff.

Joe Morris Music Co. has taken over the American publishing rights to "Dancing with My Shadow" from Campbell-Connelly. It's in the London musical, "Thank You So Much," and Harry Woods did the two-way job.

Shapiro-Bernstein has "Sweethearts in Paradise" from the picture, "Hail, Thirtieth." Same firm has also taken over the American rights to "Ole Faithful," an English cowboy ditty, from Irwin Dush, London publisher.

Manny Santrey in the Silver Slipper, Memphis, for an indefinite period.

Gark Kriloff retained by Witmark to exploit the firm's standard catalog on the Coast. Arthur Plandul moves over to the pop division.

Reviving Covert

Attempt to bring back the covert charge in a popular story will be made by Sherman Dillingdale when he premieres his new story club on East 33d street, N. Y., in about three weeks.

Whysors of the planned \$1 covert is Lita Grey Chaplin as the stellar attraction. George Owen and Norman Yallete and Buddy Wagner's orchestra will be substitutes.

EDWARDS SHOW CASE

Gus Edwards' show case is a new site spot being planned for the basement cafe of the Hotel Edison's new West 46th street wing.

The hotel has taken over a 46th street back store to permit a through alleyway from the regular 47th street (New York) entrance to the Edison and is utilizing the added space for two new cafes and restaurants, one of them the proposed Edwards room.

UNCLE JOE'S B. R.

Cedar Rapids, Ia., Dec. 3. L. M. "Uncle Joe" German and J. V. Weaver, veteran showmen, plan to spend \$13,000 remodeling old city auditorium into a ballroom to be known as Pla-Mor. Spot will be equipped to accommodate large revues.

Opening Dec. 30. Accommodations for 1,000.

MANCIELLO'S SHOWBOAT

Albany, Dec. 3. The Paradise, night club aboard a converted schooner moored in the Hudson river at Troy, N. Y., was acquired by John B. Mancello. It formerly was owned by Paradim Restaurant, Inc., with Mancello and Edward S. Berry as principal stockholders.

WWOC's New Members

Asheville, N. C., Dec. 3. Several changes in the personnel at station WWOC, Extra Melatosh, formerly of WVEY, New York, is new program director, John Frazer and Lynn Gearhart of WROC and WFLA, respectively, have been added to the announcers' staff at the station. Mark Gregory of New York has also been added to the announcer staff.

John Reagan, with the station for three years now, has charge of publicity. Don S. Elias is now executive.

RUSSELL WITH HARMS

Bene Russell has signed a long-term contract with Harms, Inc. Terms of the deal stipulate that he put the words to his own music. Russell, who is editor of the Songwriters' Protective Association's Bulletin, formerly had a similar exclusive writer's contract with Leo Feist, Inc.

\$1-a-Wk. Union' Tap for Night Club Choristers

Collecting a weekly bounty from chorous girls working in night club shows by holding out promise of some vague protective benefits, is the latest effort to spring from dubious sources along Broadway. At the same time an attempt by another organization is being made to organize hat check girls into a union.

During the past week chorous workers in nightclubs were approached by strange emissaries of the 'protective' organization which, it was presented, has been evolved for the benefit of the chorines. The delegates started visiting night clubs to contact the girls, telling them briefly of the 'protection' they need and indicating this will be provided amply for \$1 a week.

One club was sought out which employs mostly Chorus Equity girls. They were told that their \$1 a week would not only bring them the 'protection' they should have, but that also the new organization would guarantee two weeks' salary if any girl member has rehearsed three days for a floor show and then been let out. Girls approached were also told that a clubhouse would be built for them.

It was claimed that the organization is getting a charter of some kind as a protective association, but other than that and the promises made, together with informing that the dues would be \$1 a week, the girls talked to are in the dark.

Walking delegates of what was represented as a hat-check girl union have been auditing out the girls who take care of the coats, chapeaux, mufflers and canes. They were told it would cost \$5 initiation and \$1 a week to join up.

GENDARMES CLOSE 2

Detroit Strict-After Hours and Gambling Penalties

Detroit, Dec. 3. Par Four and the Penthouse were closed last week. First for after-hour operation, the second for gambling on the premises. The Par Four had a cocktail lounge with a private door which didn't appeal to the authorities, as they knew.

Penthouse reopening is expected shortly, although this spot has had its share of bad luck, both during the management of Bert Moss and under the present regime of Ted Landichte.

Chocolate Bar, a new black and tan, has opened in the location formerly occupied by the Michigan Democratic League. Present Chocolate Bar is run by Bill Walker, former owner of the Club Harlem.

Marie Bill, whose Club Maxine closed two weeks ago, is opening another swankier spot on the spot of the Cafe Clemente. Meanwhile, the Club Maxine under the new name of Ballyhoo will reopen as a beer garden.

Oriole Terrace is going to have another try at catching the late money. Will open under the management of Sam Frazar.

Jack Robbins Needs Rest

Hollywood, Dec. 3. Jack Robbins and wife will spend Christmas on the Coast apart from their children, who are sent to school. Necessitated by Robbins' continued indisposition following a complicated nasal operation. They went west via the Canal for recuperative purposes, but Robbins probably will have to linger in Palm Springs for another two months or so.

Mrs. Robbins was all set to return to New York, but at the last minute cancelled in order to be with her husband.

Blossom Blossoms

Hollywood, Dec. 3. With liquor-selling in hotels becoming legal on ratification of the vote of the state election next week, Blossom Room of the Roosevelt Blossoms is a hot spot.

Blossom will carry a bar. George Hamilton, formerly had a similar exclusive writer's contract with Leo Feist, Inc.

New Business

(Continued from page 38)

month daily except Sunday. Renewal one month on WAAM. On KOIL, new contract, one announcement per week from Nov. 30 till Dec. 31. John Opie, "Cool Dealer," Renewal. Announcement daily except Sunday, one month. WAAW.

Bennett-Alison Oil Burner Co. Announcements daily except Sunday, began Nov. 14 till Dec. 31. Through Earl Allen & Co. WOV.

Fred Ford & Co., Brooklyn, Chicago, Pacific Reg. Days. Announcements on the Playhouse, one-hour program. April 15 through 20, 1935. Placed through Menken Advertising, Inc. WOV.

Schultz Baking Co. Announcements 26 times between Nov. 13 and Dec. 11. Through R. J. Potts & Co. WOV.

Omaha Winsett System. Announcements three times per week, began Nov. 9 till Dec. 31. WOV.

Ed Sheets Candies Co. Martha Washington Candy. Three announcements per week from Nov. 30 through Dec. 22. KOIL.

Erug Brewing Co. One-hour hour-broadcast of wrestling match, Nov. 16 and 23. Trial account. KOIL.

Frank J. Gerber's Jewelry Co. Announcements daily except Sunday, began Nov. 21 for one year. KOIL.

CEDAR RAPIDS, IA.

Remsen Corp. 23 five-minute transactions, running Monday, Tuesday, Wednesday and Thursday. KWCR.

Star Jewelry Co., four 10-word spot announcements, an succeeding Fridays. KWCR.

Hall Manufacturing Co., 120-word spots, twice daily, for six days. KWCR.

WCRB Service, thirteen 100-word announcements, on Fridays. KWCR.

Elkton Co., 13 one-minute spots for three days. KWCR.

Armstrong Clothing Co., 10 one-minute spots per day. KWCR.

Starrs Ruback Co., 13 one-minute spots for two days. KWCR.

WINSTON-SALEM, N. C.

Comel Pave Shop. Daily announcement for one month. Placed locally. WWSB.

Twins Cleaners. Daily announcement for one month. Placed locally. WWSB.

Sweet Hat Shop. Daily announcement for one month. Placed locally. WWSB.

Majors Dress Shop. Daily announcement for one month. Placed locally. WWSB.

Applia Phos. Four one-minute programs each week for thirteen weeks. World Broadcasting System. WWSB.

PORTLAND, OREGON

Universal Sales Company, 10 100-word announcements. Fredrich

Drama Booms at WFBL

Syracuse, Dec. 3. Dramatic shows dominate new additions to the programs of WFBL (NBC).

"Chapel on the Hill," new Sunday night 15-minute sustaining program, features George W. Ballard and Harry Taylor, boy soprano. Story script, dramatized by the station's dramatic staff, develops from the chapel season's reminiscences during the weekly views of his young grandson.

"Saturday Nighters," new Saturday night 10-minute sustaining program, has G. Wesley Smith, Katharine Phillips, Curt Merrell, Gertrude Alderman, Milton H. II and Dorothy James in series of separate dramatic skits.

Dorothy Holmes Kelley, former Syracuse stock actress, and John Wright are also handling a dramatic interlude in the new Rodolph commercial program, otherwise composed of transcriptions by Bert Hirsch's orchestra.

Frisk Job to Lomax

Stanley Lomax, sports writer on the New York Journal, takes Fredrick's daily air chess on WOH, New York, when latter becomes president of Lomax's National League. Lomax will appear with Frick up to Dec. 16 when the shift takes place.

Monmen's and Dodge company divide the sponsorship of this daily sports dope. Lomax has dubbed for Frick on various occasions in the past.

Strand Band on Web

Buffalo, Dec. 3. Herb Straub's Ensigns, broadcast from WGR in Buffalo, is the newest dance band addition to CBS. Half-hour program is scheduled for Saturday afternoons beginning Dec. 4. Straub was m.c. at Shea's Buffalo for 42 weeks.

Schmitt's agency. KGW.

Wassiloff & Goldberg, jewelry, announcement service, 13 times. KGW.

Kraft Grocery, three weekly announcements, one month. KGW.

New Sports, 15-minute program, 13 times. KGW.

O. Karber, jeweler, announcement service, 45 times. KGW.

Jimmy Dunn, clothing, announcement service, daily. KGW.

Welsh's Grape Juice, one-minute transcription, 22 times. H. W. Caste agency. KGW.

Organic Product Days, 15-minute program, 13 times. Mac Wilkins & Cole agency. KEX.

The Pil, restaurant, announcement service, daily, two weeks. KKL.

Chapel Cleaning Works, 15-minute program, one month. KKL.

Chester Road, restaurant, announcement service. KKL.

Patler's Drug Company, announcement service. KKL.

Master Cleaners and Dyeing, announcement service. KKL.

Pioneer Milling Company, announcement service. KKL.

Hillboro Produce Company, announcement service. KKL.

Rose City Bedroom, announcement service. KKL.

Grandma's Candy Company, announcement service. KKL.

P. S. Furniture Company, announcement service. KKL.

Chapman Company, announcement service. KKL.

Highland Tavern, announcement service. KKL.

LOS ANGELES

Road Electric Co., 15-minute program, three times a week. Placed by General Broadcasting Corp. KFWB.

La Vida Water, two spots daily for three months. Placed by Tom Schmitt Adv. Co. KFWB.

Kays Laundry, three spots daily for three months. Placed by Garbille Adv. Agency. KFWB.

Redwood Finance Co., six spots daily, one month. Placed by Henry Rhoad Adv. Co. KFWB.

Ralph's Grocery, three spots daily, indefinite. Placed direct. KFWB.

Kress Five & Ten, three spots daily for one month. Placed direct. KFWB.

Golden State Dairies, 14 spots daily for one year. Placed direct. KFWB.

WINSTON-SALEM, N. C.

Brown-Rogers-Dixon Co., 15-minute daily through Dec. 31, reading letters from children to Santa Claus for fourth year. Placed locally. WWSB.

Dunn's Laundry, 15-minute program daily except Sunday for one month. Placed locally. WWSB.

Louis Sandwich Shop, daily spot announcement for one month. Placed locally. WWSB.

Majors Dress Shop, returns daily spot announcements for one month. Placed locally. WWSB.

Silvers, increased tri-weekly time from 30 minutes to one hour during December. Placed locally. WWSB.

Co-operative Program, merchants of Thursday, 15-minute program, 15-minute Sunday program during December. Placed locally. WWSB.

Burber Photo Supply Co., daily spot announcement for one month. Placed locally. WWSB.

PORTLAND, ORE.

N. Robinson, jeweler, 15 five-minute programs, three times a week. KEX.

Wilson's Auction House, one 100-word announcement, daily. KEX.

Triangle Garage Service, 15 five-minute programs, three times a week. KEX.

Jimmy Dunn, clothing, 25-word announcement, nightly. KGW.

Hilora Watch Company, one 10-word announcement, one 10-word announcement, seven times a week, one year. KGW.

George Lovenson and Ross, brand case of hockey games, weekly. KKL.

Portland Cleaning Works, 15-minute program, dramatic skit, daily. KKL.

CHARLOTTE, N. C.

Alba Scherer, Dr. Miss Laboratories, New York; series of 30 15-minute evening programs on Monday, Wednesday and Friday at 6:15 p.m., beginning Nov. 19, 1934, ending Feb. 15, 1935. Placed by Radio Sales, Inc. N. Y. C. WFT.

Charlotte National Race Co., Charlotte, N. C.; six one-hour-long evening announcements, beginning Nov. 29, 1934. Placed direct. WFT.

Georgetown Studios, Des Moines, Ia.; six five-minute transcriptions, evening announcements, beginning Nov. 19, 1934. Placed by Radio Advertising Co., Seattle, Wash. WFT.

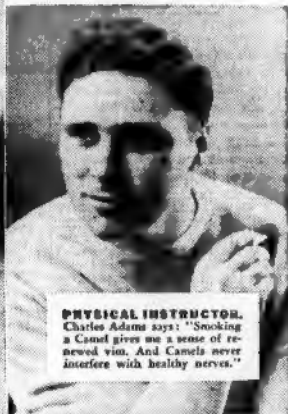
Monroe Hardware Co., Monroe, N. C.; product, Grunow radio; 45 15-minute station programs, beginning Dec. 3, 1934, ending March 5, 1935. Placed direct. WFT.

Reiner Hfg. Co., Omaha, Neb.; product, train; 15 15-minute morning programs, beginning Jan. 7, 1935, ending July 6, 1935. Placed by Buchanan-Thomson Adv. Co., Omaha, Neb. WFT.

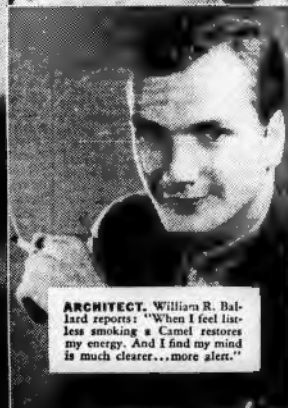
Chapman Department Store, Charlotte, N. C.; six 15-minute programs each week, Monday through Saturday, 8:45 a.m., beginning Dec. 3, 1934, until end of year. Placed direct. WFT.

TO WARD OFF
FATIGUE...

GET A LIFT
WITH A CAMEL!



PHYSICAL INSTRUCTOR. Charles Adams says: "Smoking a Camel gives me a sense of renewed vigor. And Camels never interfere with healthy nerves."



ARCHITECT. William R. Ballard reports: "When I feel listless smoking a Camel restores my energy. And I find my mind is much clearer...more alert."



BANK TELLER. "After any strain," says Baxter Davidson, "I get a 'lift' in energy from a Camel. Camels taste so good and don't disturb my nerves."



MRS. LANDON POST, popular young society leader, says: "Camels taste better—milder and richer. When tired I find a Camel gives me a 'lift.'"

● From London to Australia—11,523 miles—in 95 hours and 7 minutes! Even motor trouble, enforced repairs, reduced oil pressure could not stop Roscoe Turner. His courage, his indomitable energy kept him on and on. When questioned about his smoking Colonel Turner, who understands well the value of a full reservoir of natural, healthy energy, said:

"A speed flyer uses up energy just as his motor uses 'gas'—and smoking a Camel gives one a 'refill' on energy. I notice especially that after smoking a Camel I get a new feeling of well-being and vim. I smoke Camels all I want. They never upset my nerves."

LEAF-TOBACCO EXPERTS AGREE:

"Camels are made from finer, More Expensive Tobaccos—Turkish and Domestic—than any other popular brand."



Walter O'Keefe

Annette Hanshaw

Ted Husing

Glen Gray

YOU ARE INVITED TO TUNE IN ON THE ALL-STAR

CAMEL CARAVAN

with

WALTER O'KEEFE, ANNETTE HANSHAW, TED HUSING, CASA LOMA ORCHESTRA

TUESDAY 10:00 P.M. E.S.T. 8:00 P.M. M.S.T. THURSDAY 9:00 P.M. E.S.T. 9:30 P.M. M.S.T.

9:00 P.M. C.S.T. 7:00 P.M. P.S.T. 8:00 P.M. C.S.T. 8:30 P.M. P.S.T.

OVER COAST-TO-COAST WABC-COLUMBIA NETWORK

CAMEL'S COSTLIER TOBACCOS

NEVER GET ON YOUR NERVES!